

# How to Create Assessments



**That Bring Clients and  
Keep Them Coming Back!**

**A agolix®**

BY ASSESSMENT GENERATOR

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## Introduction



Assessments are used to track progress, diagnose a situation, and make wiser decisions. Assessments can also be effectively used to attract more clients to your business!

To become a powerful tool in your business, an assessment with a marketing purpose should educate and entertain your prospects. The following questions and examples will help you create a top-notch assessment, which you can use to attract more clients and customers than ever before!



## Who is Your Target Audience?

An assessment for everybody is an assessment for nobody. Make sure you know who will want to take your assessment before you create it!

It's best to focus the assessment on the goals of your ideal clients.

For example:

- Start-up business owners
- Executives and CEOs
- Mothers of newborns
- Wanna-be authors
- Recently divorced
- Freelancers
- Interviewees
- HR personnel
- Parents



## What Product or Service Do You Offer?

If you have a very specific product or service, make sure your assessment is directly related to it to maximize the results.

For example:

- A relationship coach can develop a "Ready to tie the knot?" assessment
- A health and fitness consultant can design a "Healthy Eating Habits" assessment
- A business coach can create a "Business Start-Up Readiness" checklist



- Anyone selling anything can create a "Tell Us How We Did" assessment
- A web designer can create a "Tell Us What You Need" form

You can benefit from using assessments even if you're not selling services. Increase your product sales by offering an interesting and relevant assessment on your web site.

For example:

- If you sell beauty supplies, create a "Skin Care Assessment"
- If you sell a cookbook, offer a "How Much You Know About Cooking" assessment
- If you sell a book about relationships, create a "Healthy Marriage" assessment



## Identify Skills For Your Clients to Achieve

Next, name 10–50 skills or activities your respondents should implement to achieve their goal.

The goal should be the same: one of your products or services will help them solve a problem.

Each item should be written as an “I” or “You” statement (be consistent, do not mix “I” and “You” statements in the same assessment so as not to confuse your prospects).

For example:

- I always keep my texts positive
- I always exercise with a purpose
- I always make a plan for 2–5 years ahead

OR

- You lock your doors and shut down electric devices before going to bed
- You enjoy reading before bedtime
- Mystery novels are your favorite kind of reading



## What Do You Want Your Respondents to Do?

When they complete your assessment, your respondents will see their score and the scoring key – which includes an explanation of their score.

Make your score interpretation action-oriented; tell them what to do next. Chances are, if they're taking your assessment, they are looking for help in some area. Suggest a product or a service that can work as a solution to their problems. Be specific.

For example:

"Your score indicates that your Healthy Habits can use some improvement. Visit our website at the link below to download the "Healthy Eater" chart, and start living healthier today!"

Also, remember that the longer the assessment, the more extensive the scoring key should be. When it takes more than a couple of minutes for people to complete an assessment, they'll be disappointed to see a one-statement explanation of how they did.



## Conclusion

To get your brainstorming process started, sign up for a free trial of Agolix. Three complementary example assessments are automatically preloaded into your account so you can copy and edit them as desired.

You may also be able to use existing assessments, created by organizations and universities — just make sure you have their permission to add them to your website.

### **Bonus Pro Tip:**

"Top 10" lists also make great assessments. For example:

- "The 10 Commandments of Being a Healthy Single Parent"
- "Top 10 Ways to Get Your Book Sold on eBay"
- "10 Most Important Things You Should Know About Protecting Your Intellectual Property"
- "10 Top Signs of Depression"

Simply turn each list item into an "I" statement as shown above, and you'll have a ready-to-use assessment!